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1914

Holiday Price List

Cut Flowers
Blooming Plants, Greens and Other
Decorative Material



The Christmas Cherry. (See prices page five.)

HOLM & OLSON
(Incorporated)

The HOME *of* FLOWERS

20 - 22 - 24 West Fifth Street
ST. PAUL, MINN.

At prices quoted we deliver all orders for \$1.00 or more free in St. Paul and Minneapolis.

TO OUR PATRONS

We offer herein the best of everything in Cut Flowers, Decorative Greens, Blooming Plants, etc., for the winter holidays. They have been selected and grown for our retail trade and will be just right for the occasion. If you do not know just what to order tell us where you want to use it and what you wish to pay and we will select you good value for your money, pack carefully and ship promptly.

How to Order—Send your order just as soon as possible. This will assist us in shipping it promptly and assure you of getting what you want before our selection is broken.

When to Ship—Always be sure to state when you wish your order shipped and we will send at time mentioned. If not otherwise advised we will ship first express after receiving your order.

Parcel Post—We do not recommend sending flowers by parcel post as the mails are too uncertain. Where customers wish flowers shipped by parcel post we will pack them in the best possible manner and deliver to the post office in good condition, but will not be responsible for their arrival at destination. We always recommend shipping by express and will send in that manner unless otherwise requested.

Orders by Telegraph or Telephone—When flowers, etc., are wanted the same day or next, it is best to telegraph or telephone. The following Cipher Code will be found useful and saves cost of telegrams.

Wool—Send on afternoon train today.

Wonder—Send on early train tomorrow.

World—Send on afternoon train tomorrow.

Wave—Send today or on early train tomorrow.

Anticipate—Answer whether you can fill order or not.

Adjacent—If cannot send on train mentioned, next one will do.

Decorate—If cannot send all on train mentioned, send balance on next train.

Driving—No substitution allowable. Fill order as given.

Flocking—Have sent mail order; if not yet received, send following at once; cancel mail order.

Durable—White flowers, only for funeral purposes.

Dilate—Flowers for funeral purposes, at your discretion.

Flowers (or Cut Flowers)—Assorted colors and kinds are desired.

Hail—Prepay express charges and charge to me.

Snow—This is for a token, my card to accompany same.

Our store is open week days 7:00 a. m. until 8:00 p. m.; on Sundays from 8:00 a. m. until noon. During these hours we can be reached by either telephone or by telegraph. We can also be reached at all other hours at our residences by telephone or telegraph.

On Sundays and Holidays we have no mail delivery. Parties sending mail orders to reach us those days should attach Special Delivery Stamps to their letters and thus avoid disappointment and delay. If there is any doubt about your letter reaching us in time you had better telegraph or telephone.

Flowers Delivered Anywhere Any Time—By arrangement with the leading florists in the country, we are enabled to deliver on short notice in all the large cities or at express office in smaller places in the U. S., orders for cut flowers, plants, etc. Can also deliver on board steamers when about to sail.

HOLM & OLSON, INC. *"The Home of Flowers"*

Telephones: N. W. { Cedar 5359 Night Calls { Dale 2739
 { Cedar 851 { Cedar 5359

Tri-State { 852 Night Call, 4379
 { 627

Our Quality and Service are Unsurpassed

Remember your friends in distant cities. Our shipping facilities are unsurpassed.

Cut Flowers

Prices in effect Dec. 20th to Jan. 1st. New prices Jan. 2nd.

Choice selected blooms of best quality, fresh cut and carefully packed in strong boxes so as to carry well. We do not ship second grade blooms and culls as they do not carry well and are always disappointing to customers.

We have everything in season and list all seasonable stock. Any flowers not listed are not in season. When in doubt what to buy, order a box of assorted flowers.

Gift Boxes of Assorted Flowers

Nicely filled with appropriate flowers and greens and put up in a neat attractive manner. Each box contains a spray of holly and a sprig of mistletoe. These are not merely choice flowers packed in a box but they are packed in an artistic manner and open up like a pretty picture. Half the value of a gift lies in the impression produced when it is first seen by the recipient.

First size.....each,	\$2.00
Second size..... "	3.00
Third size..... "	5.00
Fourth size..... "	10.00



Roses

	Per Dozen
Assorted colors, our selection	\$3.00
Bridesmaid, standard pink	3.00
Bride, creamy white	3.00
Hadley, new bright red	\$6.00 to 8.00
Killarney, fancy pink	4.00
Liberty, bright red	4.00
Melody, new yellow, very fine	4.00
Milady, new fancy red	6.00
Mrs. Russell, fancy dark pink, very choice	\$8.00 and 10.00
Mrs. Ward, coppery yellow	3.00
Ophelia, new light pink	\$6.00 to 8.00
Richmond, fancy dark red	5.00
Sunburst, light yellow, fancy stock	5.00
White Killarney, fancy	4.00
American Beauty, red choice blooms, stock	15.00 18.00

Poinsettias

(See cut page 4)

A true Christmas red. Bold attractive flowers, 6-10 inches in diameter, on stiff stems 24 to 30 inches long	\$6.00 and \$9.00
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Carnations

	Per Dozen
Assorted colors, our selection	\$2.00
Assorted colors, fancy varieties	2.50
Boston Market, standard white	2.00
Cardinal, standard red	2.50
Craig, fancy red	3.00
Enchantress, light pink	\$2.00 to 2.50
Gloriosa, new medium pink	2.50
Roosevelt, darkest crimson	3.00
White Perfection, fancy	2.50
Windsor, medium pink	2.00

We can supply choice flowers in the following colors on 24 hours notice: Green, lavender, yellow, at \$2.50 per dozen. *

Tender Greens

	Per Dozen
Asparagus sprays	\$0.50
Asparagus, heavy strings, 8 feet long, each	1.00
Common Ferns, per hundred 75c10
Maiden Hair Ferns25
Mexican Ivy, a beautiful green from California25
Smilax, per string of 4 to 5 feet, each35

Send her a gift box of Flowers, they always please

Flowers delivered anywhere, anytime. Our telegraph service cannot be equalled.



(Poinsettia—See prices page 3)

Sundry Flowers

	Per Dozen
Bouvardia, very dainty, pink and white, at.....	\$1.50 and \$2.00
Easter Lilies, choice blooms	4.00
Lilies of the Valley, fancy stock	1.25
Orchids, very choice.	
Cattleyas	Each 2.00
Cypripediums	“ 1.00
Narcissus, pure white, fragrant75
Roman Hyacinths, delicate pure white,75
Violets, choice, home-grown stock, put up in bunches of 25 with plenty of foliage.	
Double blue, per bunch	Each 1.00
Single blue, per bunch.....	“ 1.25

Wedding Flowers

Wedding Flowers are one of our specialties and our trade being very large in this line, we are enabled to always keep a big stock on hand of fresh flowers of different varieties suitable for the purpose.

Our Catalog, containing halftone illustrations of bridal bouquets, mailed on request.

Bride's Bouquet of Roses, made of fine, half open buds, tied with either white satin ribbon or white tulle.....	4.00 to \$8.00
Bride's Bouquet of Carnations with silk net bow.....	2.50 to 5.00

Bride's Bouquet of Lilies of the Valley, tied with tulle or satin.....	6.00 to 12.00
Bride's Shower Bouquet of Lilies of the Valley, finished up with full showers and ribbon; extra fine.....	\$15.00 to 25.00
Bridesmaid's Bouquet of Pink Roses tied with pink tulle or satin ribbon..	\$4.00 to \$8.00
Maid of Honor Bouquet, made of any color of Roses, ribbon to match..	\$4.00 to 8.00

Corsage Bouquets

These are elegant Christmas gifts and are made up in the latest style, tied with ribbon, with pearl headed pins accompanying. They are put up in gift boxes securely wrapped.

Violet Bouquets.....	\$2.50 to \$10.00
Violets, Lily of the Valley.....	3.00 to 10.00
Lily of the Valley.....	2.50 to 8.00
Orchids, Lily of the Valley.....	5.00 to 15.00
Roman Hyacinths, Violets.....	2.00 to 5.00
Mrs. Ward Roses, Violets.....	4.00 to 8.00
Bon Silene Roses, Valleys.....	4.00 to 8.00
Pink Bouvardia and Valleys.....	4.00 to 8.00



Bride's Shower Bouquet

When in doubt what to send her, order Flowers, they are always appropriate

For gifts to be delivered in St. Paul our plant baskets are superb
Place your order early, we will appreciate it

Blooming and Berried Plants

All plants will be shipped separate from cut flowers, as the former are packed and shipped from our greenhouses. Orders for plants for less than \$1.00 are not solicited, as the cost of packing is too great on such small orders, while the express to the customer will be correspondingly high.

Ardisias—These are very handsome berried plants. The dark green foliage contrasts finely with the bright red berries which hang in clusters and remain on the plants for several weeks. Each.....\$3.00 and \$4.00

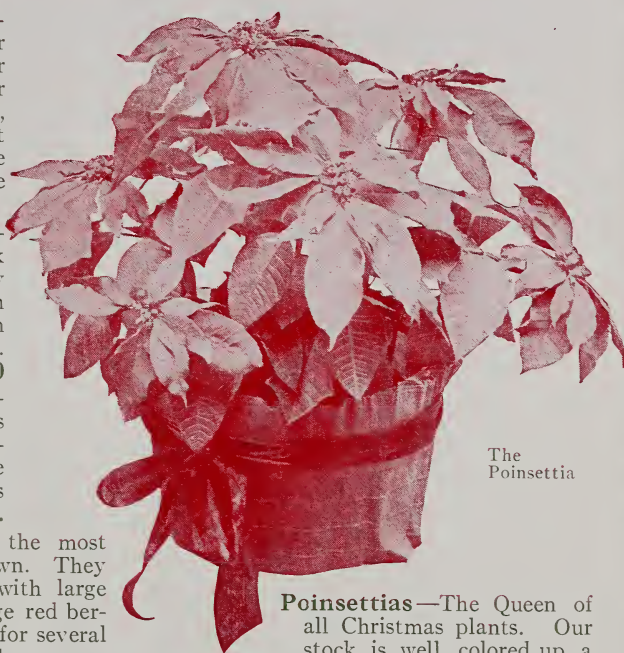
Azaleas—Well filled with beautiful pink buds and blossoms that with proper care will remain a long time. These are very desirable for Christmas gifts. \$2.00, \$3.00 and \$4.00.

Aucubas—These are some of the most handsome berry plants grown. They stand 24 to 30 inches high with large heads well filled with very large red berries that remain on the plant for several weeks. The foliage does not drop. Each..... \$3.00, \$4.00, \$5.00 and \$6.00

Christmas Cherries—(See picture front cover.) These beautiful berried plants are just right for the Holidays. The large bright red berries are born in the greatest profusion and contrast very nicely with the vivid green foliage. Our stock is the finest and best we have ever grown, and as the plants have been kept cool—not forced—they will ship well and the berries will hang on a long time. Each..... \$1.00, \$1.50, \$2.00, and \$3.00



Cyclamen



The Poinsettia

Poinsettias—The Queen of all Christmas plants. Our stock is well colored up, a beautiful Christmas red and will ship in perfect condition. Dwarf, bushy plants. Each.....\$2.00, \$3.00 and \$5.00

Baskets of Assorted Plants—These are made up with blooming and decorative plants tastily arranged in neat, attractive, fancy baskets, ribbon trimmed and make elegant gifts for city delivery, but are not recommended for shipment. If you want something real choice, out of the ordinary, to send as a gift, order one of these. Each.....\$5.00 to \$10.00

Cyclamen—These are very showy with their wealth of bright colored flowers in various shades ranging from pure white, through the several shades of pink to the darkest crimson. They grow from a bulb which becomes larger and thriftier from year to year. Each.....75c to \$5.00

English Holly, True Stock—These are about 3 feet in height and are one mass of bright red berries, and are the most beautiful holly plants we have ever seen. If you want something extra choice we have it in this. Each.....\$8.00 and \$10.00

French Holly—In the whole line of berried plants there is nothing more striking and beautiful. The berries are a bright Christmas color which hang tenaciously to the plants for months. The foliage is a beautiful green, the whole forming a delightful combination. Each.....\$2.00 and \$3.00

Our Gift Boxes contain special values

Flowers delivered anywhere, any time. Our telegraph service cannot be equalled.

Begonias—Very handsome and delicate, being a perfect mass of beautiful pink blossoms, very fine for city delivery but not recommended for shipping.

Each.....\$2.00 to \$5.00

Christmas Peppers—These are also very choice Christmas gifts. They are well filled with beautiful conical shaped fruit which retains its color and beauty, and hangs on the plant a long time.

Each.....\$1.00, 1.50 and \$2.00

Decorative Plants

Our stock consists of the best and hardest varieties for house culture.

Araucaria—(Norfolk Pine). Tender evergreens; very appropriate for Christmas trees; clean, attractive and decorative at all times. Each.....\$1.00 to \$10.00

Aspidistra—The hardiest plant for house culture with which we are acquainted. Has beautifully striped green and white leaves. Each.....\$2.00, \$3.00 and \$4.00

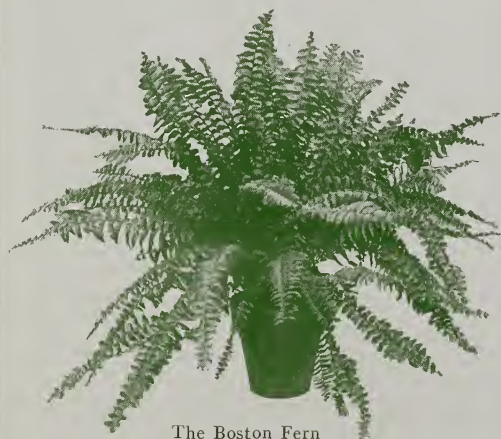
Asparagus Plumosus—(The Lace Fern). Choice plants at each.....\$0.35

Ferns—Assorted varieties for ferneries. Nice, stocky plants. Per dozen.....\$1.50
Stronger plants at each.....\$0.25
Per dozen.....2.50

Boston Ferns—The well known variety with graceful, long, drooping fronds. Each.....\$1.00 to \$5.00

Teddy Junior Ferns—Smaller fronds than the Boston, but just as hardy and pretty, and more stocky in growth. Each.....\$1.50 to \$3.00

Pteris Tremula Ferns—A very hardy, graceful variety. A rapid, clean, healthy grower.....\$1.00 to \$3.00



The Boston Fern



Christmas Pepper

Palms

Cocos Wedelliana—Of slow growth and neat habit. The small plants are used for centers of fern dishes.....25c to \$3.00

Kentia Belmoreana—One of the very best for house culture; more largely grown than any other variety. Each.....\$1.00 to \$25.00

Phoenix Roebellini—The hardiest and most handsome variety in cultivation; of slow growth but very graceful and ornamental. Each.....\$5.00 and up.

Holiday Novelties

Magnolia Wreaths

Made from prepared leaves in either green or bronze. Especially fine for graves and equally good for home decoration, lasting for several months. 12-inch, \$2.50; 14-inch, \$3.00; 16-inch, \$4.00. With ribbon bow, any desired color, 50c additional.

Oak Sprays

Natural branches with an abundance of bronze foliage which has been chemically treated so that they retain their natural beauty and still do not shed their leaves. These are especially fine for decorating halls, churches and all large rooms where an artistic effect is wanted.
Large sprays, each \$0.75

Immortelles

Everlasting flowers, in the following colors; red, yellow, blue, purple, green, white.
Per bunch.....\$0.75

Quality and not quantity makes a lasting impression.

**Our Christmas Decorations comprise the latest novelties
Christmas Greens bring Christmas cheer**

Holiday Novelties

Perfection Christmas Bells

These are made of Crepe paper by hand, are a beautiful red in color, are smooth inside and out, will keep for years and are a decided improvement over anything heretofore made. Each bell has a red ribbon bow and is packed in a separate box to prevent crushing.

	Each
No. 0—2 inches in diameter.....	\$0.20
No. 1—2½ inches in diameter.....	.25
No. 2—3 inches in diameter.....	.35
No. 3—4 inches in diameter.....	.50
No. 4—5 inches in diameter.....	.60
No. 5—6 inches in diameter.....	.75

Immortelle Stars—Made in good shape of red immortelles.

3-inch, each.....	\$0.20
4-inch, each.....	.30
5-inch, each.....	.40

Japanese Air Plants—The greatest novelty of the age. Our stock consists of large bunches of lasting dark green color, each 15c, dozen..... **\$1.50**



Fancy Baskets—These are entirely new and are the most artistic creations ever seen in this country. We make them of heather, ruscus and other foliage, interspersed with artificial Poinsettias. They are largely used for center pieces on the table, and if put away out of the dust will last for many years. We have made them for several years and the supply is always exhausted early. Price..... **\$1.50 to \$3.00**

The size shown in picture sells for \$2.00

Tambourine Clusters—For suspending from arches, doorways, chandeliers, etc. These are made of the same material as the bells, the tambourines being of green and the attached bells of red, making a very pleasing combination.

- No. 1—Tambourine 7 inches in diameter with seven bells attached, six 2-inch bells and one 3-inch bell in center. Price, **\$1.50**
 No. 2—Tambourine 12 inches in diameter with seven 3-inch bells. Price..... **\$2.50**
 No. 3—Tambourine 18 inches in diameter with ten 3-inch bells attached..... **\$4.00**

Garlands—These are made of the same material as the above, and are very beautiful for windows, walls, Christmas tree decoration, etc.

- No. 1—28 inches long with five attached bells in assorted sizes. Price..... **\$1.50**
 No. 2—36 inches long with seven attached bells in assorted sizes. Price..... **\$2.00**
 No. 3—45 inches long with seven attached bells in assorted sizes. Price..... **\$3.00**

The above goods are the latest novelties in Christmas decorations, and if properly taken care of and kept free from dust will last for many years.

Artificial Poinsettias—These are made of velvet in the true Christmas red color, closely resembling the natural flowers. After using, they can be laid away out of the dust and with proper care will keep for years. Each..... **\$0.15**

Beech Sprays—Prepared natural branches with plenty of foliage, which retains its color and hangs on tight, especially fine for church, hall and home decorations. Large sprays, each 35c, dozen..... **\$4.00**

Red Ruscus—A beautiful new decorating material. Dyed bright red and of surpassing brilliance. Has the appearance of mammoth Salvia blooms. Sprays, each 10c, per dozen..... **\$1.00**

Red Immortelle Wreaths—These are made of the best imported Immortelles, which are everlasting, and if kept from dust and strong light will last for years.

8-inch, each.....	... \$1.00
10-inch, each.....	... 1.50
12-inch, each.....	... 2.00

If wanted with red ribbon bow and streamer, 35c additional.

Our telegraph delivery service is at your command.



Christmas Greens

These have been selected with great care for our retail trade and are far superior to those handled by seed houses and commission men.

Southern Smilax

This will not stand freezing. (By express only.) This is the popular decorative material for churches, stores, halls and residences, being particularly adapted for pillars, doorways, mantles, etc. Large sprays, each...\$.50
Large case containing enough to cover 500 square feet..... 10.00
Small case for 250 square feet.....\$5.50

Christmas Trees

Selected spruce and balsam, well branched and shapely. These should be shipped by freight and orders should reach us not later than December 15th.

	Each	Doz.
3 to 4 feet.....	\$0.20	\$2.00
4 to 5 feet.....	.25	2.50
6 feet.....	.35	3.50
7 feet.....	.40	4.00
8 feet.....	.50	5.00
10 feet.....	1.00	10.00
12 feet.....	1.25	14.00
14 feet.....	\$1.50	16 feet..... 2.00
18 feet.....	3.00	20 feet..... 4.00

Mistletoe

There is much sentiment attaching to this curious and beautiful green and every family should have one or more sprays to properly celebrate the holidays. Our stock is clean, foliage bright, berries clear and waxy.
Per pound.....\$0.50 Per spray.....\$0.25

Needle Pines—3 to 5 feet in length, very attractive. Each.....50c: Dozen.....\$5.00

Holly Wreaths—Made of fancy stock, fresh, and of the very best workmanship.

	Each	Doz.
12-inch, single.....	\$0.30	\$3.50
15-inch, single.....	.40	4.50
18-inch, single.....	.60	7.00
24-inch, single.....	1.00	7.00
15-inch, double.....	.60	
18-inch, double.....	1.00	
24-inch, double.....	2.00	

These prices are for wreaths only. If wanted with ribbon tie, add 25c each for 12 and 15-inch, 35c for 18-inch, and 50c for 24-inch size.

Fancy Wreaths

We make these in various styles and sizes; for home decoration nothing can surpass them. They keep bright and pretty throughout the winter. The one illustrated here sells for \$3.50. We make them at all prices from.....\$2.00 to \$10.00

Gray Heather Wreaths—Everlasting flower. Tied with ribbon.
15-inch.....\$1.50 18-inch.....\$2.00

Ruscus Wreaths—A new decorative article from sunny France; dyed bright red, very attractive.
Each.....\$2.00 to \$5.00

Green Wreaths

Plain—12 inches in diameter.
Each.....25c. Dozen.....\$2.50
16 inches, each.....40c. Dozen..... 4.00

Trimmed with Red Immortelles—
12-inch, each.....50c. Dozen.....\$5.00
16-inch, each.....75c. Dozen..... 7.50

Box Wood Wreaths—Ribbon bow.
15-inch.....\$1.00 18-inch.....\$1.50

Other Artistic Wreaths—Made of fancy greens, to order only.....\$3.00 to \$10.00
(These are the latest creations in this line.)

Fancy Hemlock Wreaths—Trimmed with cones and ribbon bow.
18-inch, each.....\$2.00 24-inch, each.....\$3.00

Holly—This is one of the prime necessities for Holiday decorations and should be found in every home. Our stock is choice, well berried, from the best section in Delaware. Per lb.....35c; 5 lbs.....\$1.50
Case of 16 cubic feet..... 8.00
(If wanted by mail, add for postage.)

Festooning—This is well made from the best Wisconsin Green, and is fine for church, store or home decorating. Per yard. \$0.10
Per 20-yd. coil.....\$1.50 Per 100 yards..... 7.00



A Fancy Christmas Wreath